

REMARKS

Claims 1, 3 – 20, 22 – 38 and 42 – 47 are pending in the present application. Claims 2, 21 and 39 – 41 were previously canceled. Reconsideration of the application is respectfully requested.

In section 4 of the Office Action, claims 1, 3, 8, 10, 13, 15, 20, 22, 25, 27, 30, 32, 42 and 43 are rejected under 35 U.S.C. 103 as being unpatentable over infoUSA, further in view of Experian. Applicants are traversing this rejection.

Claims 1 provides for method of providing business information to a user. The method includes (a) presenting to said user, through an integrated interface, one or more menus that permit said user to select a plurality of business services, and (b) processing, by a centralized service provider, an order for a selected plurality of business services concerning a target business.

The Office Action, in a discussion of claim 1, in a passage that bridges pages 2 and 3 of the Office Action, indicates that infoUSA teaches presenting to a user through an integrated interface (website with hyperlinks) one or more menus that permit said user to select one or more of a plurality of business services.

Applicants agree that infoUSA teaches a website with hyperlinks. For example, infoUSA shows a page having a hyperlink for “Business Mailing Lists”, and a hyperlink for “Consumer Mailing Lists.” Applicants believe that if a user of the website was to select one of the hyperlinks, e.g., “Business Mailing Lists”, the website would present the user with a page in accordance with the hyperlink, e.g., a page concerning Business Mailing Lists. Applicants do not believe that the page shown by infoUSA provides the user with the ability to select a plurality of business services. For example, Applicants do not believe that the user can simultaneously select both of “Business Mailing Lists” and “Consumer Mailing Lists.” Accordingly, Applicants respectfully submit that infoUSA does not disclose or suggest (a) presenting to said user, through an integrated interface, one or more menus that permit said user to **select a plurality** of business services, and (b) processing, by a centralized service provider, an order for the **selected plurality** of business services, as recited in claim 1.

Applicants do not believe that Experian makes up for this deficiency of infoUSA. Therefore, Applicants further submit that claim 1 is patentable over the cited combination of infoUSA and Experian.

Claims 20, 42 and 43 are independent claims, and each includes a recital similar to that described above for claim 1. Hence, claims 20, 42 and 43, similarly to claim 1, are also patentable over the cited combination of infoUSA and Experian.

Applicants further submit that whereas infoUSA shows only hyperlinks for selecting business services, a modification of the website shown by infoUSA to provide an ability to select a plurality of services would require a change in the principle of operation of the website. Thus, **infoUSA cannot be asserted in a section 103 rejection** of any of claims 1, 20, 42 or 43, or any claim that depends from claims 1, 20, 42 or 43.

Claims 3, 8, 10, 13 and 15 depend from claim 1. Claims 22, 25, 27, 30 and 32 depend from claim 20. By virtue of these dependencies, claims 3, 8, 10, 13, 15, 22, 25, 27, 30 and 32 are also patentable over the cited combination of infoUSA and Experian.

Applicants are requesting reconsideration and a withdrawal of the section 103 rejection of claims 1, 3, 8, 10, 13, 15, 20, 22, 25, 27, 30, 32, 42 and 43.

In section 5 of the Office Action, claims 4 – 9, 14, 23, 24, 26, 31, 33 and 34 are rejected under 35 U.S.C. 103 as being unpatentable over infoUSA further in view of Experian, and further in view of Official Notice. Claims 4 – 9 and 14 depend from claim 1. Claims 23, 24, 26, 31, 33 and 34 depend from claim 20. Above, Applicants explained that infoUSA could not be asserted in a section 103 rejection of claims 1 or 20, or any claim that depends from claims 1 or 20. Accordingly, claims 1 and 20, and claims 4 – 9, 14, 23, 24, 26, 31, 33 and 34, by virtue of their dependencies, are all patentable over the cited combination of infoUSA, Experian and Official Notice. Applicants are requesting

reconsideration and a withdrawal of the section 103 rejection of claims 4 – 9, 14, 23, 24, 26, 31, 33 and 34.

In section 6 of the Office Action, claims 16 and 35 are rejected under 35 U.S.C. 103 as being unpatentable over infoUSA in view of Experian, and further in view of Stockboss. Claim 16 depends from claim 1, and claim 35 depends from claim 20. Above, Applicants explained that infoUSA could not be asserted in a section 103 rejection of claims 1 or 20, or any claim that depends from claims 1 or 20. Accordingly, claims 1 and 20, and claims 16 and 35, by virtue of their dependencies, are all patentable over the cited combination of infoUSA, Experian and Stockboss. Applicants are requesting reconsideration and a withdrawal of the section 103 rejection of claims 16 and 35.

In section 7 of the Office Action, claims 17 and 36 are rejected under 35 U.S.C. 103 as being unpatentable over infoUSA in view of Experian, and further in view of Stockboss in view of Official Notice. Claim 17 depends from claim 1, and claim 36 depends from claim 20. Above, Applicants explained that infoUSA could not be asserted in a section 103 rejection of claims 1 or 20, or any claim that depends from claims 1 or 20. Accordingly, claims 1 and 20, and claims 17 and 36, by virtue of their dependencies, are all patentable over the cited combination of infoUSA, Experian, Stockboss and Official Notice. Applicants are requesting reconsideration and a withdrawal of the section 103 rejection of claims 17 and 36.

In section 8 of the Office Action, claims 18, 19, 37 and 38 are rejected under 35 U.S.C. 103 as being unpatentable over infoUSA in view of Experian, and further in view of US Patent Application Publication No. 2002/0072927 to Phelan et al. (hereinafter “the Phelan et al. publication”). Claims 18 and 19 depend from claim 1, and claims 37 and 38 depend from claim 20. Above, Applicants explained that infoUSA could not be asserted in a section 103 rejection of claims 1 or 20, or any claim that depends from claims 1 or 20. Accordingly, claims 1 and 20, and claims 18, 19, 37 and 38, by virtue of their dependencies, are all patentable over the cited combination of infoUSA, Experian and the Phelan et al. publication. Applicants are requesting reconsideration and a withdrawal of the section 103 rejection of claims 18, 19, 37 and 38.

In section 9 of the Office Action, claims 11, 12, 28 and 29 are rejected under 35 U.S.C. 103(a) as being unpatentable over infoUSA in view of Experian, in view of my.hoovers.com and Official Notice. Claims 11 and 12 depend from claim 1, and claims 28 and 29 depend from claim 20. Above, Applicants explained that infoUSA could not be asserted in a section 103 rejection of claims 1 or 20, or any claim that depends from claims 1 or 20. Accordingly, claims 1 and 20, and claims 11, 12, 28 and 29, by virtue of their dependencies, are all patentable over the cited combination of infoUSA, Experian, my.hoovers.com and Official Notice. Applicants are requesting reconsideration and a withdrawal of the section 103(a) rejection of claims 11, 12, 28 and 29.

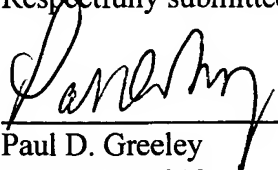
In section 10 of the Office Action, claims 44 – 47 are rejected under 35 U.S.C. 103(a) as being unpatentable over infoUSA in view of Experian further in view of Stockboss and U.S. Patent Application Publication No. 2001/0049658 (hereinafter “the Hays publication”). Claim 44 depends from claim 1, claim 45 depends from claim 20, claim 46 depends from claim 42, and claim 47 depends from claim 43. Above, Applicants explained that infoUSA cannot be asserted in a section 103 rejection of any of claims 1, 20, 42 or 43, or any claim that depends from claims 1, 20, 42 or 43. Accordingly, claims 1, 20, 42 and 43, and claims 44 – 47, by virtue of their dependencies, are all patentable over the cited combination of infoUSA, Experian, Stockboss and the Hays publication.

In view of the foregoing, Applicants respectfully submit that all claims presented in this application patentably distinguish over the prior art. Accordingly, Applicants respectfully request favorable consideration and that this application be passed to allowance.

Respectfully submitted,

Date

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